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TRAVEL PRINTOUT

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1986 Travel Outlook Forum Highlights Growth Opportunities In the Changing Marketplace

Dr. Sandra Shaber, vice president of The Futures Group and frequently quoted authority on trends in consumer behavior, will headline the program of experts addressing the 1988 Travel Outlook Forum on October 27, 1987, at the Nugget in Reno.

Focusing on "Growth Opportunities in a Changing Marketplace," the thirteenth annual forum, sponsored by the US Travel Data Center, and co-sponsored by the Travel and Tourism Research Association (TTRA), will be held in conjunction with TIA's National Conference, October 28 and 29, and for the first time will initiate the week's activities.

Dr. Sandra Shaber, Headline Speaker at the 1988 Travel Outlook Forum

Shaber and other industry experts will premier their forecasts for 1988 and offer the earliest intelligence for directing marketing strategies. The national conference will feature practical application sessions for using the data provided at the forum.

Shaber, whose overall responsibility at The Futures Group includes consumer marketing analysis and forecasting, will reveal current trends in consumer spending, saving and borrowing and analyze the impact of changing consumption patterns on travel in 1988. Shaber is a former vice president of Chase Econometrics, where she was noted for her analysis of the economy, and consumer and labor markets.

The forum program will highlight popular topics of previous years such as the outlook for international visitors, the outlook for business travel, senior travel, and a review of travel trends in 1987.

(Continued on page 3)

First Quarter Travelers Log 6 Percent More Travel in 1987

U.S. residents logged 6 percent more travel in the first quarter of 1987 than they did for the same time period last year, according to survey findings soon to be released in the US Travel Data Center's 1987 National Travel Survey First Quarter Report.

Americans logged 194 million person-trips for the first quarter, with one-in-five travelers attending business meetings or conventions.

Both business/convention and pleasure travel posted healthy increases, 15 percent and 6 percent, respectively, while vacation travel dropped 2 percent compared to last year's first quarter figures.

Because weekend trips comprise one-half of all travel, their 16 percent rise over last year effectively lowered the average duration spent away from home from 5.2 nights to 4.7 nights.

The 1987 National Travel Survey First Quarter Report will be released in the fall of 1987. The report will be sent to Data Center members and others may obtain a copy by sending $75 (prepaid) to the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. ##

Travel Prices Rise Despite Falling Airline Prices

The US Travel Data Center reported today that although airline prices fell for the third consecutive month, the Travel Price Index (TPI) climbed almost a full percentage point in June.

June's TPI rose 0.9 percent from the previous month. For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.4 percent in June.

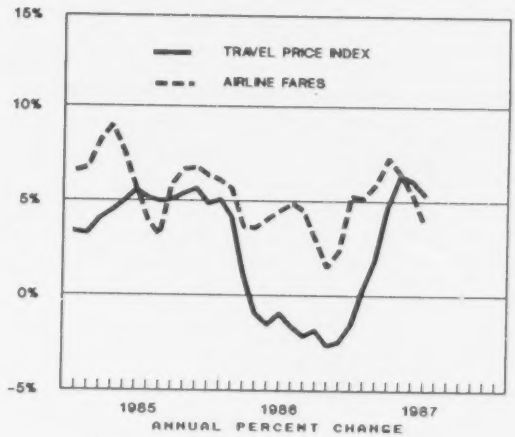
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 401.8 (1967=100) in June.

Airline prices, continuing the downward trend started in April, fell 0.8 percent in June.

Meanwhile, a 2.1 percent gain in motor fuel prices led all travel price increases in June. After falling in May, lodging prices rebounded to post the second largest gain, 1.8 percent.

Over the past twelve months, the TPI has risen 5.4 percent, while the CPI has gained 3.7 percent.

Except for the 7.4 percent increase in lodging prices, travel price components have shown moderate increases since June 1986. Airline fares have posted the second highest rate, 3.9 percent. On the other hand, the other intercity transportation component has fallen 0.8 percent. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
June 1987

TPI Component	Monthly Percent Change May 1987 to June 1987	Annual Percent Change June 1986 to June 1987
Transportation	0.9	2.9
Airline Fares	-0.8	3.9
Other Intercity Trans.	0.8	-0.8
Intracity Public Trans.	0.3	3.2
Motor Fuel	2.1	2.3
Lodging	1.8	7.4
Food and Beverages Away From Home	0.4	3.8
Entertainment	0.2	3.7
TRAVEL PRICE INDEX	0.9	5.4
CONSUMER PRICE INDEX	0.4	3.7

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

Strong Growth in Pleasure Travel Spurs 6 Percent Increase In May

Travel rose 6 percent in May, 1987, over last year's levels because of strong growth in pleasure travel, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers took 10 percent more person-trips than last May to visit friends and relatives, for sightseeing, entertainment, and outdoor recreation. (A person-trip is measured each time anyone goes 100 miles or more away from home.) Business/convention travel decreased 4 percent from 1986.

Vacation and weekend travel, increasing in popularity, posted gains of 7 percent and 9 percent, respectively.

The growth of pleasure travel boosted auto, truck and RV travel 8 percent, while air trips fell 4 percent on a person-trip basis.

Despite the increase in weekend travel, the average domestic distance climbed to 910 miles from 850 miles the previous year.

The average trip duration, 4.6 nights, was about the same in 1986. ##

Travel Outlook Forum (continued)

Panels of industry experts will forecast trends for industry sectors in 1988 including air transportation, attractions and gaming, vacation travel, and accommodations.

This year marks the beginning of a special program of entertainment, sightseeing, visits to historic homes, and invitations to any of the conference's educational sessions, for spouses of Travel Industry National Conference and Travel Outlook Forum attendees. The cost is $50 for the Oct. 27th program and $150 for the entire three-day conference spouse program.

Registration fee for the forum is $195 for Data Center, TTRA and TIA members, and $220 for others. Registration for the 3-day conference and forum is $395 for members, and $425 for others.

For more information or to register for the 1988 Travel Outlook Forum or the entire conference, contact Ida Simmons, US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036, or call 202-293-1040.##

Notes From the Center

The Data Center has a new research analyst, Lois Findlay, who replaces Terry Chelednik as information co-ordinator for the National Travel Survey. ##

Visitor Volume at National Parks

Region	MAY 1987 visits	Change from MAY 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,335,050	6	7
MIDDLE ATLANTIC	3,737,297	28	32
SOUTH ATLANTIC	9,994,748	-8	-13
EAST SOUTH CENTRAL	1,916,665	-22	-21
EAST NORTH CENTRAL	546,782	12	-2
WEST NORTH CENTRAL	866,907	5	7
WEST SOUTH CENTRAL	1,227,500	1	-2
MOUNTAIN	3,895,603	8	3
PACIFIC	5,765,595	21	13
TOTAL	29,286,147	3	-1

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	May	$ 4.255 million	-0.2	7.1	8.8
Eating and drinking places(2)	May	$12.758 million	0.1	6.8	9.5
Gasoline service stations(2)	May	$ 7.460 million	-0.5	3.1	-5.0
Commercial lodging demand					
Hotel/motel occupancy rate(3)	May	61.3 percent	0.7	-3.6	-2.2
Real demand for commercial lodging(4)	May	56.4 million	0.1	4.4	5.1
Airline passenger traffic(5)					
Domestic revenue passenger-miles	May	27.4 billion	-0.9	11.9	13.2
International revenue passenger-miles	May	6.5 billion	15.1	32.1	19.7
Highway traffic volume(6)					
Rural arterial vehicle-miles	May	42.1 billion	6.2	3.8	4.8
Rail passenger traffic(7)					
Amtrak passenger miles	May	439.3 million	11.3	8.7	0.2
Travel Price Index(8)	May	398.4 million	0.1	6.1	3.9
U.S. resident travel(9)					
Total person-trips	Apr	71.6 million	-4.1	1.3	4.7
Vacation person-trips	Apr	42.9 million	6.5	2.6	-1.1
Total person nights	Apr	307.9 million	-19.2	1.3	-2.6
Vacation person-nights	Apr	214.5 million	-21.7	-1.3	-12.0
Public use of national parks(10)					
Visits	May	29,286,147	40.0	3.0	-1.0
Overnight stays	May	1,604,915	74.3	21.3	12.6
Foreign arrivals in U.S.(11)					
From overseas	Apr	795,264	14.5	36.2	19.7
From Canada	May	997,158	-5.3	22.1	14.5
From Mexico	Apr	88,253	64.3	66.2	4.6
U.S. citizen departures(12)					
To overseas	Mar	1,278,909	25.2	11.9	6.7
To Canada	May	1,157,581	74.8	-9.3	2.0
Domestic demand for motor gasoline(13)					
Barrels per day	May	7,472 thousand	2.1	6.8	2.7

N.A. - not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary. U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary. Source: U.S. Department of Energy.

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